

FASHION

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**Samantha
Prabhu
Sizzling
Photoshoot**

**Glam
Icon
2017**

**MUSE
DRESSES
EXHIBITION**

**VOGUE
PARTY
HIGHLIGHTS**

**GUL AHMED
CHIFFON
COLLECTION**

**MAKEUP A
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Message From CEO, Fashion Cental

Fashion Central opened its door in 2007 and since then it has moved from strength to strength. We started it as an ecommerce site but as you might have guessed we were ahead of the curve, the market was not there and I guess we did not have the patience to build it up.

We pivoted and www.fashioncentral.pk evolved into an online fashion and lifestyle magazine. Since then we have been instrumental in covering the brands, events and fashion weeks in Pakistan. We bring out and show the world that is the best of the best in Pakistan. We are the positive image of Pakistan.

Our portal is used by fashion students as a reference material for any thing related to Fashion and Lifestyle in Pakistan.

We did not sit on our laurels rather we kept expanding, adding new sites, blogs and extensively expanding our social media community. So now we manage and maintain about twenty online assets which include eight websites that are solely focused on Fashion and Lifestyle.

Our social media community is spread on all the major platforms with a combine strength of over a million followers.

In addition we have launched our online magazine which our readers can download and read at leisure.

Lately we realised that most of readers were accessing our sites through mobile phone hence we have also launched our mobile app that allows you access to our online magazine even in an offline mode.



Shoaeb Shams

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Fourth Dinner by Vogue Paris at Palais Galliera



Kirsten Dunst, Tilda Swinton, Lewis Hamilton were among guests at the Vogue fund-raising dinner in favor of fashion museum Palais Galliera. “Valerian” costars Cara Delevingne and Dane DeHaan were among the guests at the fourth edition of the Vogue Paris Fashion Fund dinner at the Palais Galliera, Paris’ fashion and costume museum, alongside a chic crowd that included Rick Owens, Kendall Jenner, Olivier Rousteing, Victoire de Castellane, Julie de Libran, Anthony Vaccarello, Bella Hadid, Tilda Swinton and Kirsten Dunst. Formula One driver Lewis Hamilton was only a flash in a red as he zoomed in just as guests were sitting down for dinner, followed by Kate Moss. “Lewis Hamilton is here?” French actress Ana Girardot had asked earlier, looking around for the three-time Formula One champion. She seemed keen to ask him about the sport, as she is about to start filming a biopic on his predecessor, French racing driver Alain Prost.







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Launch of MUSE Summer Collection in Lahore



MUSE Luxe showcased their pret a porter luxury summer collection at their Flagship store at Gulberg Galleria in Lahore.







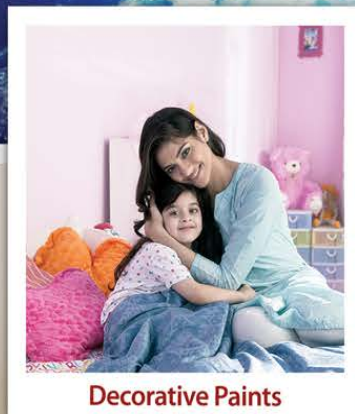


BERGER PAINTS

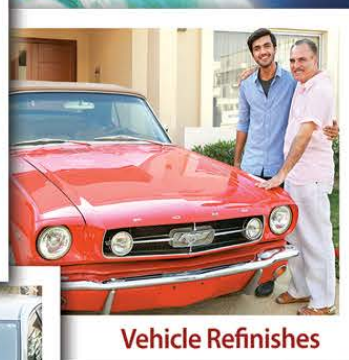
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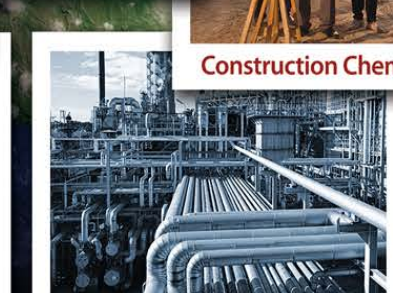
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HAVE YOU HEARD THE WHISPERS OF BERGER IN YOUR LIFE...

Phoenix Marketcity Launches Glam Icon 2017



Phoenix Marketcity Kurla, which is known for largest and the best international brand mix celebrated the launch of its third edition of Glam Icon. This month long talent hunt hosted by Phoenix Marketcity, Kurla offers shoppers an opportunity and latitude to fulfil their desire of modelling as a career.

Glam Icon 2017, which started as the first ever talent hunt organized by a mall, is an annual property of Phoenix Marketcity. It aims at providing a platform to the young shoppers to

Refine their talent in fashion industry and commence their careers as models. The launch was held at the Craft Garden of the chic deli, bistro, bar Craft and saw the crème de la crème of Mumbai fashion industry.





Elie Saab Couture Fall 2017

Embellished red carpet princess dresses are Elie Saab's specialty, and here the Lebanese couturier stepped it up a notch in a collection fit for queens. On a path strewn with gold sequins, with embroidered banners hung at the end of the runway, Saab sent out a royal procession of medieval-inspired gowns in wintry jewel tones like ruby and forest green, and touches of fur. The forms meandered between more structured gowns with sculptural peplums to free-flowing styles with nipped waists, glittering gold embroideries and trumpet sleeves that were more classical read literal in allure. Certain gowns sported removable skirts attached by belts and dramatic velvet capes fixed with velvet bow ties. The Lady of Shalott-style jeweled headbands finished off the look.







Premium Embroidered Chiffon Collection by Gul Ahmed



Gul Ahmed's Embroidered Chiffon Collection features fine textures and delightful embroidered patterns fused with contemporary ethnic designs. Gul Ahmed Embroidered Chiffon 2017, sharing complete catalog Premium Chiffon Collection for Women. This Gul Ahmed Collection 2017 contains beautiful Gul Ahmed dresses 2017 to fill your wardrobe. Each print is designed with separate combination of colors which create new shades and hues.





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17 Outfit Ideas for Everyday of this Month





Warm weather is here and with it a whole new batch of looks to try. Don't know where to begin? Take a look at the photos below to see how our favorite fashion bloggers are outfitting themselves for exotic vacations, strolls through the city, sunbathing sessions and other such quintessential July activities. Style spillover dresses from your vacation wardrobe with denim jackets. Jumpsuits make for the perfect weekend uniform. Get ready to do lots of oohing, aahing, double tapping, bookmarking and mental closet sifting as you peruse these summer outfit ideas.



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Liam Payne's
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Rumors She's
Pregnant

**Surf Air Expands
All-You-Can-Fly
Private Jet
Service
To Europe**

Pushup
Workout That
Crushes Your
Chest

**Simple Hack
Might Help
You Drink
Less**

**Why You
Should Eat
Fish Daily**

Most Effective Ways For Men To Remove Body Hair



And, cause not every system of hair removal for men is the 'one', making sense of the hairiness can be too much for some. From permanent to temporary, expensive to pretty cheap, here's how to navigate the scary world of hair removal for men, leaving you with smooth, baby-ed skin that you'll be a little happy camper in.

Laser Hair Removal

Despite the Star Wars name, laser is a fast and gentle way to remove unwanted hair with relatively permanent results.



The laser uses a specific wavelength of light to target hair melanin, which is the compound that causes hair colour. "It works when a concentrated light hits the hair follicle," adds Grammer. "This inhibits the hair's ability to grow without disrupting or damaging the skin's surface."



Electrolysis

A form of laser, electrolysis destroys the growth centre of the hair with chemical or heat energy. After a very fine probe is inserted into the hair follicle, the hair is then removed with tweezers.

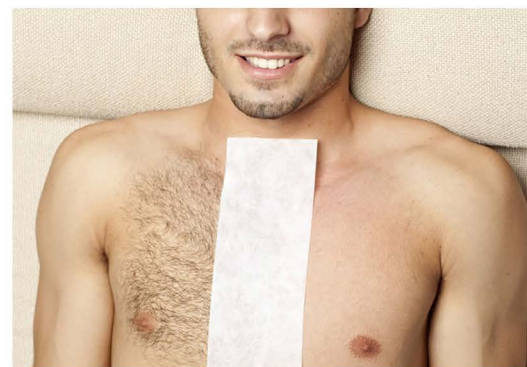
Best for: large areas as well as smaller, problem areas from men like ears, eyebrows and feet.

Pros: it suits all hair and skin types because it doesn't target hair pigment (like laser treatment), but the follicle itself. It's the most effective as a permanent hair removal solution for men.

Cons: multiple treatments are needed, making it extremely time consuming and expensive. Skin is known to get discoloured if not done to a high standard, so shop around before picking a therapist.

Waxing

Ouch! Yes, the sticky, messy flesh-ripper has made many a man cry. While it still hurts, today's waxing methods are far more upmarket and civilised, especially when you seek professional help.



Best for: small areas on the body and face such as eyebrows (both monobrows and shaping), hair on ears and neck, legs, underarms, and arms.

Pros: it suits all hair types and colours, and is a good precursor for men considering permanent hair removal via laser or electrolysis. Wax your hair off first to see if you like the look, before you hit laser.

Cons: The pain, oh, the pain. Especially for sensitive areas like the groin. The thicker or coarser the hair the more painful, and some men are prone to redness or bleeding.



Creams

Bit of a skirt when it comes to pain? Hair removal creams are a wax-free way to remove hair from the body.

Best for: small areas such as the armpits, hands or feet and lower stomach, where waxing hurts. Also, good for hard to reach areas such as the tops of the shoulders and

Pros: it's relatively inexpensive and most creams can be bought from your local chemist or supermarket. And it's quick and very DIY for a home-job. Plus, cream hair removal products do not affect hair thickness at all, meaning hair stays the same density.

And, according to Veet, hair removal creams acts closer to the root, “with results that last up to twice as long as shaving.”

Cons: apply the cream, carefully! Once it's on any area with hair, that hair is coming off, even if you try washing or wiping it away. It's a cream with chemicals in it too, so do a skin sensitivity test before applying to a large part of your body. Finally, don't apply over scars, moles, broken and sun-burnt skin to avoid irritation.

Shaving

The oldest trick in the book, shaving is man's best friend when it comes to grooming and is a proven and trusted hair remover for men.



Best for: easy to reach places where the hand can stay steady (shaving nicks aren't nice, especially down 'there').

Pros: it's one of the easiest ways to get rid of unwanted. And it's cheap. Do it in the shower, which softens the skin and you're also getting a clean.

Cons: shaving cuts hair off at the skin, not the root. Impatience will only lead to bloodshed, so shave slowly, especially over larger areas like the legs and shins.

MEN'S BODY HAIR REMOVAL GUIDE

**MTV EMAs
2016
Red carpet
Looks**

**6 Great
Rooms
for a
Natural
Fiber Rug**

**Jo Malone
London
Bets on
Britishness
Taps Karen
Elson**

**15 PICS
THAT PROVE
BIRTHDAY GIRL
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STYLE
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Modern Wooden House In Slovenia by Studio PIKAPLUS

Studio PIKAPLUS have designed this small two bedroom house surrounded by a forest in Slovenia, that has an exterior of black metal siding and a softer light wood interior. Inside the home, black furniture and design elements contrast the light wood interior, like in the living room and the stairs. Glass doors open the living room to the deck outside. Opposite the living room is the dining room, also with doors to the outside.





Windows that follow the shape of the house allow natural light to flood the space. White bench seating along the wall has been included on one side of the dining table to save space. Next to the dining room is the kitchen. It has a u-shaped layout with white hard-ware free cabinets, a wood countertop and open shelves that float on the wall. Black elements, like the fridges and sink and artwork, are also featured. Also on the main level is the only bathroom in the home, that has a black shower and flooring, as well as a light wood vanity.

Black steel and wood stairs lead to the upper floor of the home. Upstairs, the master bedroom has a sloped ceiling, matching the line of the house. On one side of the bed there's a glass railing that overlooks the living room, and on the other side of the bed, there's a wall of built-in storage.



Opposite the master bedroom is the children's bedroom. Custom bunk beds perfectly fit into the space, and if friends stay over, there's a pull out bed too. Another glass railing allows the bedroom to overlook the dining room below.

Times Of Pakistan

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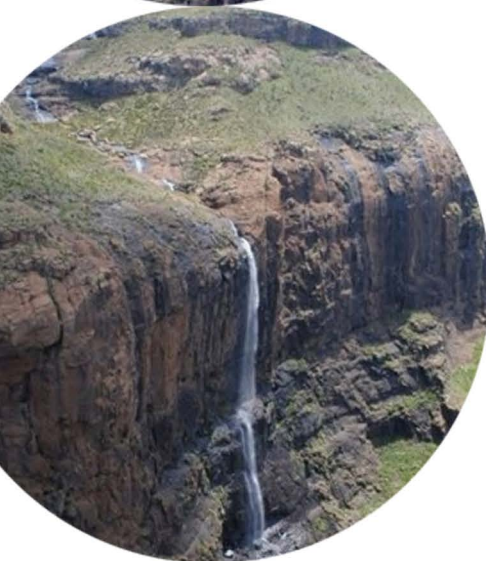


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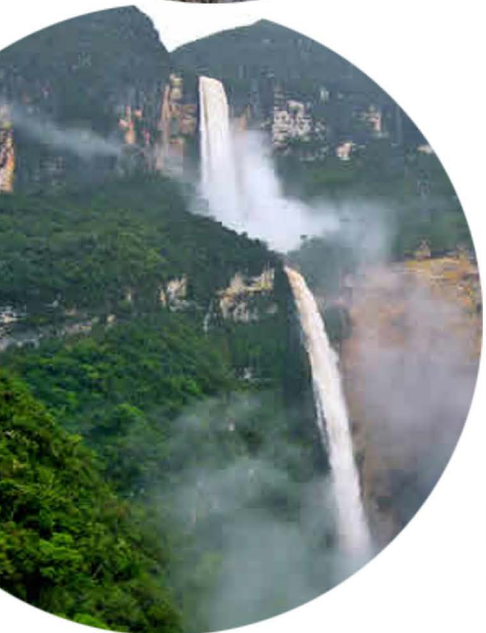
8. Angel Falls, Venezuela

The Angel Falls is known to be the highest waterfall in the world. Its approximate height is 3,212 feet. It is also known as Salto Angel and this name is given to it in Spanish language. This is situated in the Canaima National Park, and is a UNESCO World Heritage site. This was first found in 19th century by Ernesto de Santa Cruz and



9. Tugela Falls, South Africa

Tugela Falls is one of the most amazing waterfalls in the world. It is considered to be a large naturally-made waterfall. Its approximate height is 948 meters. It is situated in the Dragon's Mountains, Royal Natal National Park of South Africa. It is known to shimmer due to the reflection of sun-light. The water is supplied by the Tugela River of the Mount-Aux-Sources.



10. Utigord Waterfall, Norway

Utigord Falls is also known as Remnefjellsfossen because of the nearby mountain named Ramnefjellet. It is one of the beautiful waterfalls. It is known to have killed over 200 people as a consequence of landslides in 1905 and 1936. These falls are fed by the Ramnefjellbreen glacier that is one of the parts of the great Jostedal glacier. Its approximate height is 2,685 feet. You can approach the fall by sea plane, boat, or the road ride—whatever you like. It has an encampment that is present within the hiking distance at the base of the falls.

Top 10 Waterfalls In The World

Nature has gifted us so many things to get amazed with. There are various beautiful nature-made and man-made creations spread all around. The gorgeous mountains, greenery, flowing rivers, and beautiful landscapes—all are a way to get freshness from. There are various wonderful waterfalls in the world that are known for their charm and beauty.



1. Plitvice Falls, Croatia

The Plitvice Falls are found in Plitvice Lakes National Park, Croatia. It is one of the most amazing waterfalls in the world. It is known for its stunning cascades. The color of water varies from one cascade to another, adding great value to their beauty and attraction.



2. Gullfoss (Golden Falls), Iceland

The Gullfoss is a highly impressive tourist hub of Iceland. It is situated in the southeast part of the country. Its height is around 36 ft/11 m and 68 ft/21 m plunges. It is a beautiful and attractive place to see.



3. Niagara Falls, USA/Canada

The Niagara Falls is known to mark the border of USA and Canada. It is formed of two sections named the Horseshoe Falls on the Canadian side and the American Falls on the American side. The water can fall from the height of 173 ft.



4. Kaieteur Falls, Guyana

The Kaieteur Falls is a major attraction of Guyana. Its approximate height is 226 m, followed by the multiple steep cascades. This is known for its beauty, charm and great atmosphere.



5. Monge Waterfalls, Norway

The Monge Waterfalls is another nice tourist point. This is located in Rauma Municipality of Norway, close to the Rauma River and the European route E136 highway. It is also known as Mongefossen. The approximate height of this waterfall is 773 meters. It is known as one of the most captivating tourist attraction. It can be seen from the nearby railway station.



6. Iguazu Falls, Argentina

The Iguazu Falls is one of the most amazing waterfalls in the world. It is present on the border of Brazil and Argentina. It is not too high, but of only 285 ft. It is a marvelous and very beautiful tourist point that forms a horseshoe and stretches for 8858ft.



7. Victoria Falls, Zimbabwe

The Victoria Falls is also known as Mosi-oa-Tunya. It is an exceptional and beautiful tourist point. It is situated on the Zambia and Zimbabwe border. The water of Zambezi River falls down in a straight line for 354 ft. The width of this waterfall is around 5,604 ft/1,708 m.

Fashion Central India

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Sania Mirza
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Pakora

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For Designing An Easy
To Clean Home

8 PLACES TO VISIT IN KUMARAKOM

7 Great Ideas for Hanging Beds to Add Fun to Your Space



Hanging bed designs are simple and fascinating. Four ropes run to the hanging bed frame corners, pass them through a circular hole and create knots below.



This is an easy, inexpensive and charming solution works well for bedroom decorating with a hanging bed frame.



Hanging bed designs require only a strong ceiling that can support the extra weight. Hanging beds are part of a list of things everyone would love to have in their home, whether they admit it or not.



What's not to like about a hanging bed? They're comfortable, fun, visually-interesting and they can make any room look inviting.



Hanging beds and swing bed designs are now bringing this cool little feature into everyone's home, backyard, patio space and any other place you can conjure up around your residence.



They stylish, classy, seem to be a touch above the rest in terms of design and offer great visual contrast.



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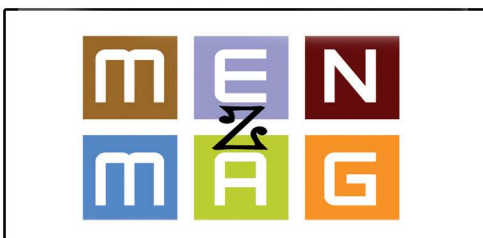
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